

# Ireland: Marketing management consultancy services

## Digital Review and Marketing Strategy for Invest Wexford 2025

Contract or concession notice – standard regime

### 1 Buyer

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#### 1.1 Buyer

*Official name:* Wexford County Council

*Legal type of the buyer:* Local authority

*Activity of the contracting authority:* General public services

### 2 Procedure

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#### 2.1 Procedure

*Title:* Digital Review and Marketing Strategy for Invest Wexford 2025

*Description:* Wexford County Council now seeks to engage a suitably qualified service provider to: • Review and update the current Invest Wexford brand and website, • Advise on a refreshed digital marketing strategy, and • Develop and manage engaging social media content on a regular basis. This project will be delivered in two phases: (1) a review and refresh of the brand's digital assets and channels, followed by (2) the development and implementation of a sustainable, results-driven digital communications strategy. The appointed service provider will be responsible for delivering a comprehensive two-phase body of work. Phase 1: Digital Review, Website Evaluation and Content Refresh Objective: To assess the existing Invest Wexford website and digital channels, and to implement updates that enhance usability, visual appeal, messaging clarity, and alignment with current economic development priorities. Key Deliverables: • Brand and Digital Audit • Website Update and Optimisation • Channel Audit • Reporting Phase 2: Digital Communications and Marketing Strategy Development Objective: To develop and support the implementation of a sustainable digital marketing and communications strategy for Invest Wexford, targeting relevant domestic and international audiences. Key Deliverables: • Strategy Development • Content Creation and Scheduling • Content Calendar • Analytics and Reporting • Optional Additions The successful tenderer will be expected to work in close consultation with Wexford County Council's Economic Development Unit. Regular reporting will be scheduled over the course of the project. The format of reporting meetings (in-person/virtual) to be agreed on award of contract.

*Procedure identifier:* a4e22137-3685-45d8-8cd2-f54ab6547d94

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79342200 Promotional services

*Additional classification (cpv):* 72212224 Web page editing software development services

*Additional classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79416000 Public relations services

*Additional classification (cpv):* 72413000 World wide web (www) site design services

*Additional classification (cpv):* 79416200 Public relations consultancy services

*Additional classification (cpv):* 79310000 Market research services

##### 2.1.2 Place of performance

*Country subdivision (NUTS):* South-East (IE052)

Country: Ireland

### 2.1.3 Value

Estimated value excluding VAT: 0 Euro

### 2.1.4 General information

Legal basis:

Other

5 Lot

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## 5.1 Lot technical ID: LOT-0001

*Title:* Digital Review and Marketing Strategy for Invest Wexford 2025

*Description:* Wexford County Council now seeks to engage a suitably qualified service provider to: • Review and update the current Invest Wexford brand and website, • Advise on a refreshed digital marketing strategy, and • Develop and manage engaging social media content on a regular basis. This project will be delivered in two phases: (1) a review and refresh of the brand's digital assets and channels, followed by (2) the development and implementation of a sustainable, results-driven digital communications strategy. The appointed service provider will be responsible for delivering a comprehensive two-phase body of work. Phase 1: Digital Review, Website Evaluation and Content Refresh Objective: To assess the existing Invest Wexford website and digital channels, and to implement updates that enhance usability, visual appeal, messaging clarity, and alignment with current economic development priorities. Key Deliverables: • Brand and Digital Audit • Website Update and Optimisation • Channel Audit • Reporting Phase 2: Digital Communications and Marketing Strategy Development Objective: To develop and support the implementation of a sustainable digital marketing and communications strategy for Invest Wexford, targeting relevant domestic and international audiences. Key Deliverables: • Strategy Development • Content Creation and Scheduling • Content Calendar • Analytics and Reporting • Optional Additions The successful tenderer will be expected to work in close consultation with Wexford County Council's Economic Development Unit. Regular reporting will be scheduled over the course of the project. The format of reporting meetings (in-person/virtual) to be agreed on award of contract.

*Internal identifier:* 0

### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79342200 Promotional services

*Additional classification (cpv):* 72212224 Web page editing software development services

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*Additional classification (cpv):* 72413000 World wide web (www) site design services

*Additional classification (cpv):* 79416200 Public relations consultancy services

*Additional classification (cpv):* 79310000 Market research services

### 5.1.2 Place of performance

*Country subdivision (NUTS):* South-East (IE052)

*Country:* Ireland

*Additional information:*

### 5.1.3 Estimated duration

*Duration:* 1 Year

### **5.1.5 Value**

*Estimated value excluding VAT: 0 Euro*

### **5.1.6 General information**

Procurement Project not financed with EU Funds.

*This procurement is also suitable for small and medium-sized enterprises (SMEs): yes*

### **5.1.7 Strategic procurement**

*Aim of strategic procurement: No strategic procurement*

### **5.1.11 Procurement documents**

*Languages in which the procurement documents are officially available: English*

*Languages in which the procurement documents (or their parts) are unofficially available: English*

*Deadline for requesting additional information: 29/08/2025 16:00 +01:00*

*Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6236558>*

### **5.1.12 Terms of procurement**

*Terms of submission:*

*Electronic submission: Required*

*Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6236558>*

*Languages in which tenders or requests to participate may be submitted: English*

*Electronic catalogue: Not allowed*

*Tenderers may submit more than one tender: Not allowed*

*Deadline for receipt of tenders: 05/09/2025 16:00 +01:00*

*Deadline until which the tender must remain valid: 12 Month*

### **5.1.15 Techniques**

*Framework agreement:*

*No framework agreement*

*Information about the dynamic purchasing system:*

*No dynamic purchase system*

### **5.1.16 Further information, mediation and review**

*Review organisation: The High Court of Ireland*

*Organisation providing offline access to the procurement documents: Wexford County Council*

*Organisation providing more information on the review procedures: The High Court of Ireland*

*Organisation receiving requests to participate: Wexford County Council*

*Organisation processing tenders: Wexford County Council*

## **8 Organisations**

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### **8.1 ORG-0001**

*Official name: Wexford County Council*

*Registration number: 00000*

*Postal address: Carricklawn*

*Town: Wexford*

*Postcode: Y35WY93*

*Country subdivision (NUTS): South-East (IE052)*

*Country: Ireland*

Email: [procurement@wexfordcoco.ie](mailto:procurement@wexfordcoco.ie)

Telephone: 0539196000

Internet address: <https://www.wexfordcoco.ie>

Buyer profile: <https://www.wexfordcoco.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

### 8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

### 8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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Notice identifier/version: b13acc6d-f375-4725-905a-f90ce7008dc8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 01/08/2025 16:12 +01:00

Languages in which this notice is officially available: English